

2010 Click It or Ticket **Sample PSA Scripts**

10 seconds

This is (Your name and rank/title) with (Your Agency) to let you know that if you're breaking the law and not wearing a seat belt, that's two tickets. It doesn't matter where you are or what time it is. Click It or Ticket-Day and Night.

15 seconds

Virginia Law Enforcement and (Your Agency) want you to know that whether you're driving in the daytime or the nighttime, we're out there enforcing traffic laws throughout Virginia and that means seat belts and child safety seats. Breaking the law and not wearing a seat belt? That's two tickets. Click It or Ticket-Day and Night.

30 seconds

You've heard the message-Click It or Ticket-but are you buckling up? We hope so, because the (Your agency) along with Law Enforcement around Virginia and the nation are on the roads enforcing all traffic laws-particularly the seat belt one. If we stop you for a traffic violation and you're not wearing a seat belt, we're talking two tickets. We'll be out there 24-7 in an effort to cut down on the number of people that are killed or seriously injured because they weren't buckled up. Thanks to the 82 percent of you that already got the message and buckle up-and for the rest of you? Be on the lookout...we are. Click It or Ticket-Day and Night.

60 seconds

Hi-this is (Your name and rank/title) and I want to thank the 82 percent of you in Virginia that already wear your seat belts. You have helped reduce the number of roadway deaths to the lowest number that we have seen in over a decade. While that is certainly good news, there were still 756 people who died as the result of a motor vehicle crash-333 of them were not belted at the time of the crash. Seatbelts are designed to keep you in the vehicle and protect you from being ejected. If you're in a crash and are thrown from the vehicle, you have a 75% chance of being killed. So, for the rest of you that haven't gotten the message yet, here's the deal, if you're pulled over for a traffic violation, you'll get a ticket. If you're not wearing a seat belt, you'll get another ticket. This is not our idea of fun, and we don't do this because we have nothing better to do, it's simply our way of telling you that we think your families love you and want you around for years to come. (Your agency) along with Law Enforcement from around Virginia will be out on the roads 24-7 enforcing all traffic laws-particularly the seat belt one. Do the right thing-Click It or Ticket-Day and Night.